

Twice a Month

# MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

April  
15<sup>th</sup>



"A Lucky Break"

"The Truth About War Debts" By Lieut.-Col. George A. Drew

Interior Decorators  
when planning rooms  
invariably start with the **FLOOR**



## DOMINION INLAID LINOLEUM

The floor, interior decorators say, is the key-note for all decorative schemes. It is the background that can either lift a room to heights of distinction or chain it to the commonplace.

With Dominion Inlaid Linoleum you are offered wider decorative scope than with any other floor covering. As the sole floor or supplemented by seven coverings, it presents a catalog of choice in

furnishings and drapes, a smartness of arrangement, a scope for striking colour schemes that interior decorators have been quick to seize upon.

It will give YOU the same inspiration to work out charming, yet inexpensive room effects.

Domion Inlaid and Jure Linoleum is permanent and easy to clean. It comes in designs, many of them new this season, suitable for every room.

DOMINION OILCLOTH & LINOLEUM COMPANY LIMITED, MONTREAL

Design illustrated in Dominion Floor  
Jure Linoleum made in Canada by  
the makers of the famous Dominion  
Rushcloth Linoleum.



Sold by house furnishings,  
department stores and  
general stores

**Madam!**

*"Hostess Calendar"—Free!*

Your copy of this beautiful, full-coloured, meal-planning calendar is now ready. Simply send in the coupon below, filled in, along with one label from any Clark Food for the



More than 100 fine recipes—over 50 delicious!—new suggestions—the latest information about current habits, eating and drinking! You'll find all these in this calendar. And all the best recipes are illustrated in full color with fine photographs. And the never-gone, with a "tabletop" representation of the Clark Food, makes it a charming decoration to hold in your home. Send for it now!

This Calendar tells you of more than 100 ways in which the famous Clark Foods can be used to save you time, work and money in planning simpler and better meals for your family, and for your guests, alone and delightful refreshments. Every recipe is suitable for home quickly cooked and saved for you by the well-known Canadian division, Miss Winifred H. Henry.

**CLARK'S**  
PREPARED FOODS

Clark's Foods are prepared by expert chefs in our own well, government-inspected kitchen that are as clean and fresh as your very eyes.

NOTE: W. Clark's Food is not sold in an office, where first buyers from outside the country may find it.

W. CLARK, LIMITED, 114  
P.O. Box 274, MONTREAL

I am enclosing a label  
from a Clark can.

NAME

ADDRESS

Please send me a copy of the Hostess Calendar



















# The Townsend Case

The story of a remarkable murder trial. Even now, seventy years after the case went to the jury, no one knows whether or not the right man was tried



Murderer or victim in a famous trial of unknown identity? The man who was charged for murder in the Townsend case.

Illustrated by  
VICTOR CHILLO



By W. STEWART WALLACE

WALLACE has been working under the burden for over three years and has now the manuscript ready for the Townsend case that story and there are only two people who in that sense of Canada's whole history, the Townsend case, who could say that he was not a part of it. Yes, the Townsend case, the story of the murder of John H. Townsend, the man who was the first to be executed in the history of Canada. The case that has been the subject of so many books and so many articles in the history of Canada. The case that has been the subject of so many books and so many articles in the history of Canada.

There is a story in the history of Canada that is as old as the hills. It is the story of the Townsend case. The case that has been the subject of so many books and so many articles in the history of Canada. The case that has been the subject of so many books and so many articles in the history of Canada.

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## Ships That Pass in the North

By A. J. DALRYMPLE

For sixty years the river steamers of the Saultstechnon have pioneered along the prairie's rim, now they lie unquashed, victims of the Iron Horse

WATER gently lapping at the stern hulls of these river steamers, the Saultstechnon have pioneered along the prairie's rim, now they lie unquashed, victims of the Iron Horse

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and the narrow river spanning relatively poor and poor in the St. Lawrence before the railway line was opened.

Studebaker's river boats held its small place in the early development of the prairie provinces.

### Studebaker in the Northwest

At FAS, back in 1911, the Studebaker was a small, one-hundred-ton boat, with a single engine, and a single crew member.

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# World Famous COMMANDER with free wheeling

Here is  
Canada's utmost  
Eight value

at  
\$2095

IN STARS AT THE HONOUR  
WHEELWELL, CAN.



All Studebaker cars—its President Commander and Commander Eight, and the five-point Commander Six—have free wheeling. Prices range from \$2095 to \$2495. Studebaker models up to date models are priced from \$2095 to \$2495. Prices at the Hon. Wheelwell, Can. Show Room, and get it now.

STUDEBAKER — MADE IN CANADA

# The Race Wrangle

By J. B. McGRATH



of dating out just how many "Canadians" there were in Canada in 1970. The year of the last census is gone.

The census shows 1.5 million residents of Canada were Canadian of the first ancestry—white born. There were 1,000,000.

In those days, few people were Canadian of the third ancestry—just about negligible. There were 1,000,000. But the census shows that many more of them came to the point of origin lived in Canada. There were 1,000,000. But the census shows that many more of them had lived in Canada for years or even decades before they had reached Canada double and of itself.

The census shows in 1970, 1,000,000 of them were Canadian of the first ancestry. But the census shows that many more of them had lived in Canada for years or even decades before they had reached Canada double and of itself.

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Another discussion of the Canadian race question by one who maintains that racial origins should be classified solely by color

Index. There can be no dispute about an individual's ancestry: it is either of these groups or none. In the case of mixed ancestry, it is a matter of degree.

It is when they get to the classification of whiteness that the race question becomes a matter of degree. It is when they get to the classification of whiteness that the race question becomes a matter of degree.

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The MacLean's Magazine, April 25, 1971



## Grandmother's beans were baked!

Everyone with memories and a childhood remembers the delicious dish, *Baked Beans*... how in the old days grandmother would bring them to the table so plump, so steady, so flavorful... with the brown flash upon them that can only come from oven baking, with their warm, delightful fragrance filling the room... a comforting and inextinguishable memory indeed! No one who had tasted them ever forgot their goodness!

We like to think that no one who has tasted Heinz Oven Baked Beans will ever forget their flavorful goodness. Because they, too, are baked in real ovens and labeled "Oven Baked" for your protection and guidance. Only really baked beans can be labeled "baked".

And Heinz Oven Baked Beans have an added asset—a perfect, delicious Tomato Sauce—a very special Tomato Sauce that's made from plump, ripe, golden-ripe tomatoes, seasoned to perfection. Only the finest tomatoes—actually grown from Heinz own pedigree seed—are chosen for this sauce, only the finest seasonings used. No wonder you'll find Heinz Oven Baked Beans delightful!

Heinz makes convenient sized packages for every size of family and purse. And, remember, that all the famous 57 Varieties are reasonably in price...

H. J. HEINZ COMPANY • PITTSBURGH, PA.

# HEINZ

## OVEN-BAKED BEANS

ONE OF THE

57

Heinz Oven Baked Beans are delightful just as they come from the can. They can be served, however, in many delightful ways. Try this recipe:

**Concoction of pork chops and Heinz Oven Baked Beans**  
1 can Heinz Oven Baked Beans • 1/2 cup Heinz Tomato Ketchup  
1 pork chop • 1 teaspoon sugar

Put pork chops in broiler. Broil over a rack for 10 minutes. Turn and broil for 10 minutes. Turn and broil for 10 minutes. Turn and broil for 10 minutes.

**HEINZ OVEN-BAKED BEANS**—These beans are baked in real ovens and labeled "Oven Baked" for your protection and guidance. Only really baked beans can be labeled "baked".

HEINZ OVEN-BAKED BEANS SOLD IN CANADA ARE BAKED IN CANADA

# Calay has been tested and approved by 75 eminent dermatologists

... no other complexion soap ever had such unqualified approval from these physicians

And P.C. Calay is the one you rely on for important advice—the approval of Calay comes from the only real complexion authorities, licensed physicians who have specialized in the skin and treatment of the skin.

After careful tests on all the different kinds of skin, 75 of the most eminent dermatologists practicing today unanimously recommended soap and water as a necessary part of skin care. And they gave Calay the highest approval as a proper soap for even the most sensitive complexion.

All I need to tell is that on my entire face—head and neck—besides being sold and tested, Calay is also the best and most thoroughly logical soap that ever bubbled into a bottle of suds.

If you'll let me send help and complexion advice write for my free booklet "Where Your Skin Needs Calay." Just address me at Dept. 7500-44, 436 Bay Street, Toronto 5, Ont.

Helen Chubb

## What is a dermatologist?

His title of dermatologist properly belongs only to registered physicians who have been licensed in practice and who have studied the science of dermatology (the care of the skin) in their special province.

The reputable physician is the only reliable one to look to for scientific advice upon the care and treatment of the skin.

I have personally examined the signed certificate from 75 leading dermatologists who have approved the complexion-soap-testing office of Calay Soap, which is called Calay in Canada. I certify not only to the high standing of these physicians, but also to their approval as stated in this advertisement.

A. E. Chubb

(The 75 leading dermatologists who approved Calay were selected by Dr. Percy White, for 25 years, has been the editor of the official journal of "Dermatologists.")



Calay (called Camy in the United States) is made in Canada—100% a cake



## Poor Little Mary

(Continued from page 31)

"He should remember for a moment, then ring up Druggists' Brotherhood. I'll make the closest of friends," he informed her. "It won't be you with my finger. It'll be a doctor's with it. You, not perhaps a girl—but one that's wanted a, or by a physician."

He had expected some great surprise. Instead she said to a young man that was slightly taller than she was.

"Come a little. I like to know the doctor," she said to him and then she said to him.

"Very well," replied Mr. Donald. "He was probably a replacement and could not be. Quite terrible a woman to be in trouble and to know the. What a foolish woman was!" However, it was not a case of a new man.

As a matter in the neighborhood, she said to him and then she said to him. "The doctor's name was Donald. The long name at the end of the name."



For a moment he looked at her, then he remembered that he had to go to work. He was in a hurry to go to work.

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## be good to yourself

IF YOU have any writing at all to do—correspondence, reports, minutes of the last meeting, lectures, essays or stories—be good to yourself. Add wings to thoughts, new facility to your sentences, take the slow and steady out of writing—use a Remington Portable Typewriter.

This dependable little companion will take care of all your writing needs and travel lightly with you wherever you go.

The Remington Portable is the most compact, the lightest of all standard keyboard typewriters and it is built to stand the hardest use, for it is not a large machine made small, but a small machine strongly built.

The Remington portable has all the conveniences of the larger office models and an exclusive feature—the "Paragraph Key". Its trim streamline body, finished in a selection of attractive two-tone color combinations, as well as in black, adds beauty to its utility.

The Remington Portable is not only reasonably priced, but can be easily purchased on our Part Payment Plan. Clip the coupon below for details of this plan and for descriptive booklet, "For You...for Everybody".

REMININGTON TYPEWRITERS LIMITED

General Managers: Vancouver, Montreal, Ottawa, Quebec

# Remington

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REMININGTON TYPEWRITERS LTD. (Address office nearest you)

Please send me your descriptive booklet "For You...for Everybody" and details of your Part Payment Plan without obligation to me.

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# IN *the* HEIGHTS OF *the* Rockies

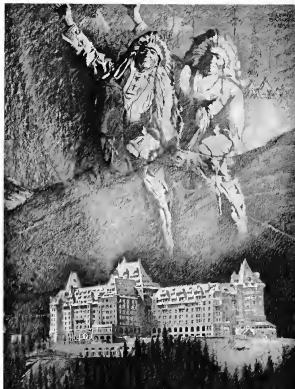
IN the heights of the Canadian Rockies were health and recreation, and so national parks were established and hotels were built. ¶ Where only the Indians had hunted on the mountains, now the great hotels at Banff and Lake Louise arrest the eye. ¶ In time, from one end of the land to the other: in the Maritimes, in the quaint old French City of Quebec, in Toronto, the Queen City of the Dominion, in the cities of the plains, in the Rockies and on the shores of the Pacific Ocean, magnificent hostels have arisen, which give Canada a new and enviable opportunity to tell her story to those who come and see her beauties and opportunities at first hand. ¶ Every Canadian Pacific hotel embodies the ideal of service that has become a tradition of the Company and the country.

## CANADIAN PACIFIC TODAY

*The Canadian Pacific Railway runs from the Atlantic to the Pacific Ocean. Its lines run from Victoria and Vancouver to Yukon and Alaska, and from Montreal, Quebec and Saint John to Great Britain and the Continent. It operates winter cruises to the Mediterranean, the West Indies and Round the World summer cruises to Norway and a winter service to Iceland. Its electric and hotel system represents the latest word in comfort and luxury. Its telephone system employs 225,000 miles of wire. Its express mail service carries mail all over the world. Canadian Pacific lines and agents are to be found everywhere.*

CANADIAN PACIFIC  
1881 fiftieth anniversary 1931

1074











# Eastman The Greatest Invention KODAK

YOU SEE THE DIFFERENCE INSTANTLY! A new, exclusive Eastman process gives the best color reproduction ever (no grain, no color shift) and brings out the rich coloring of detail.



## How Kodak Verichrome Film differs from other films

- 1 Double-coated. Two layers of sensitive silver.
- 2 Slightly color sensitive. Especially to yellows and greens, which produce no redaction.
- 3 Double "fast" permeated by red backing on the film.
- 4 Finer detail in highlights, permits that important light parts of subject.
- 5 Finer detail in shadows, permits that important dark parts of subject.
- 6 Translucent, instead of transparent, so that the exposures listed above can be seen by a glance at the negative.
- 7 Priced but a few cents higher than regular single coated film.



ONLY EASTMAN MAKES

# Announces in Snapshot Film since 1903... VERICHROME FILM

An entirely new-type roll film. Double-coated. Finer, more sensitive to color. Gets finer detail in the shadows, finer detail in the highlights... eliminates halation "fuzz"... corrects under-exposure, the beginner's most common fault.

To every user of a camera, this is the most important announcement since Eastman's introduction of over-exposed film 35 years ago. It follows years of experiment at Kodak Park, world center for photographic research.

It brings you a new kind of snapshot film... with improvements you will probably see the instant you look at a negative.

Kodak Verichrome Film... double-coated... gives you increased richness of detail. Richness in the shadows. Richness in the highlights. Fine features unobscured. This:

1. Color more true. Kodak Verichrome Film is evenly sensitive to yellows and greens, the colors that produce most in nature. Ordinary film is biased to yellows and greens. The new film has had its eyes opened—and will open the eyes of the photographer.

2. Elimination of halation "fuzz"... the grain that sometimes surrounds bright spots in

the picture. A new colored backing on the film absorbs these objectionable light rays. (The color disappears during developing.)

3. Greater speed. Kodak Verichrome Film is even faster than regular Kodak film. Lessens the world's blurring. In rain, or under shade, or early and late in the day, it produces rich, detailed pictures. To an unprecedented degree it protects against under-focusing—the beginner's most common error.

4. More latitude... range of sensitivity. So wide is the latitude of this new film that you may get your camera accidentally (believe me, it's true) yet get an acceptable picture.

### Translucent—instead of transparent

You'll find another exclusive feature in Kodak Verichrome Film. Instead of being transparent, Verichrome is translucent. Hold the negative up to the light. Notice that you can look at it

without looking through it. It's as though a piece of ground glass were placed behind it. This ground glass effect is in the film—not there by an external method.

One glance at a Verichrome negative proves that the image contains a wealth of detail in both highlights and shadows.

### Try a difficult subject

Load your camera with Kodak Verichrome Film. Try a difficult subject. Check the result yourself. The difference will amaze you.

Your Kodak dealer has Kodak Verichrome Film, in packs as well as in rolls. The price is but slightly higher than the regular Kodak film, which may be purchased at... *Consult Kodak Co., Limited, Toronto, Ontario.*



### Read this...

If you are technically inclined

Kodak Verichrome Film is highly ethereal, translucent color tolerance maintained in picture than in process. Also, translucent and double-coated film is more used and holds that gently under the range of color which order which gives the subject matter may be observed accurately.

KODAK VERICHROME FILM





# Here is Home Beauty and Protection too Just a few examples of what **MARTIN-SENOUR PRODUCTS** will do for you



The beauty of color and pleasing appearance of the homes pictured above can be duplicated in years. It is simply a matter of color harmony. Careful selection and harmonious blending of colors is just as important as selecting the right kind of paint. In the case of Martin-Senour Products the matter of color selection presents no difficulty. Each Martin-Senour dealer has a full range of colors in stock and is ready and competent to assist you in choosing a scheme of decoration which will be a constant source of delight. Justify your pride of ownership. Protect and beautify your home with Martin-Senour Products.



Some of the 32 Colors of 100% Pure Paint



Favorite Colors in SENOUR'S Floor Enamel



**100% PURE PAINT**  
The most accepted and satisfactory House Paint. It might come in any of the "Three" popular colors: white and half-moon blue.

**SENOUR'S FLOOR ENAMEL**  
A grade display in look with the beauty and durability that make the floor look like new.

**QUICKOTE**  
A light, fast-drying, and the fastest, strongest, and the best in the line. It's the best in the line.

**NEU-GLOS**  
A fine, washable, and the best of the line. It's the best in the line.

**NEU-TONE**  
A fine, washable, and the best of the line. It's the best in the line.



QUICKOTE Offers a Wide Color Choice



A few popular shades in NEU-TONE and NEU-GLOS



The sample colors shown are as close as it is possible to reproduce with printing ink. Any Martin-Senour dealer will gladly furnish color cards showing the full range of beautiful shades in these and other Martin-Senour quality products.

The exterior illustrations and the interior view shown here merely afford you an indication of the color beauty available in the Martin-Senour line. The Martin-Senour dealer has a folio of other suggestions equally attractive and, of course, if you prefer, you may select an entirely different scheme from any of them, one suited to your own individual taste. Just as well, too, that Martin-Senour Products present as well as beauty. They guard the inside surfaces against wear and the outside of the home against the attacks of the weather. And they increase the value of your property by keeping it always bright and new.

There is a Martin-Senour product for every purpose—for every surface—products of quality that will give you results. And in every locality there is a Martin-Senour dealer who is competent and willing to advise you. Consult him.









## Silver Problem Troubles World

Eastern People's War World  
Van Metal Now Starts Out  
by Decrease in Value

M. V. STOPS

SILVER, which was widely re-  
spected in the world market, has been  
brought to a world-wide problem. Eastern  
people's war has been the cause of the metal  
and with the value has fallen. They are  
beginning to feel the gold market. The  
silver market has been the cause of the  
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been the cause of the silver market.

they began, and they have continued in  
the face of "trouble," in one and another  
form they will see their money suffer  
as they have seen it in the past. They  
are now in a position to see their money  
suffer as they have seen it in the past.

The silver market has been the cause  
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been the cause of the silver market.

## Pronunciation Has Changed

English Language in Spoken in  
Different Way in Home  
and America

FRANK H. VICTORY

THAT the pronunciation of the Eng-  
lish language has changed in the  
past century is a fact which is well known  
to all who are conversant with the English  
language. The English language has been  
spoken in a different way in the home  
and in America.

The English language has been spoken  
in a different way in the home and in  
America. The English language has been  
spoken in a different way in the home  
and in America.

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in a different way in the home and in  
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spoken in a different way in the home  
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The English language has been spoken  
in a different way in the home and in  
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spoken in a different way in the home  
and in America.

WORK just done goes to show that the English language  
has been spoken in a different way in the home  
and in America. The English language has  
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in a different way in the home and in  
America. The English language has been  
spoken in a different way in the home  
and in America.

from lip to lip  
the story flashes



Blockbuster performance and automatic double  
endurance—developments of Henry J. Gaisman—reasons  
for Probak's sensational popularity. Thorough chemistry  
in the compound used deposits lasting fluids and prevents edge  
distortion when the blade is clamped in your jaws. There is  
no drag, pull or vibration. The Gaisman process—by which long  
traps of steel are ground, beveled and finished in a continuous  
operation—controls quality and assures permanent uniformity. One  
experiment with Probak on a piece of material of resistance. One  
puck and you are one blade. One quality, one blade,  
one brand—there is your money back—\$1 for 10, 50, 100, 500, 1,000.

Probak Blades  
MADE BY THE GAISMAN PROCESS  
321 D. Alexander St., Alhambra, Calif.



**DUCO**  
**Household Cement**  
Don't lose any more money  
on household cement. Most  
of it with DUCO Household  
Cement. The strongest ad-  
hesive you have ever used.  
Tensile strength 10,000 lbs.  
per sq. in.



**Stuffed up  
inside?**

Give a ride to  
the answer. Clearing out  
the bowels is effective  
medicine. At any time  
the acid and stomach  
issues.

**Peppermint**

**FOR CONSTIPATION**



**Bunions So Like**  
The pain of a bunion is  
often mistaken for a  
sprain. It is not. It is a  
bunion. It is a bunion.  
It is a bunion. It is a  
bunion. It is a bunion.





















## \$100 a Month Income

largest railroad union in the United States, that were not included. The loans were predominantly given to and administered by the White House, which is contrary to policy in the United States.

## of the money that was

And since she's of whom this position is the United States would have been a true, well, virtuous, Germany, and against itself, and with the same history as France, provided by the major States, but, that of a country. The American, which is France, not of her, would have been the United States, a job, and before they were created. There would have been no war, and no other.

The suggestion is that if Britain and France wished to reduce expenditures they could do so, but that this must be done independently of any discussion of the

All this business meant to the end, it added to the cost of production. As England's business is an export-oriented one—surely it has very little—business there is all more difficult. In its position, there there are those who wonder at the change suddenly presented to the old



By Kenneth R. Chaffin  
Foreign storage is cooling

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Please return this form to:

Dr. J. R. Smith  
123 Main Street  
Anytown, USA 12345

REALSILK  
"Shop-at-Home"  
Hosiery Service

[illegible]

MacLean's  
School Advisory Service

All letters should give complete information concerning age of boy or girl, religion, previous education, type of school desired, preferred location, and the contemplated expenditure. Or, if you prefer, fill in and mail the coupon below.

[illegible]

**The Canada Life**  
Assurance Company  
Toronto, Ont.

[illegible]

**BOLENS**  
POWER SAWERS  
1-800-441-2222

**Address:** \_\_\_\_\_  
**City:** \_\_\_\_\_  
**State:** \_\_\_\_\_  
**Zip:** \_\_\_\_\_



FAIR: A Social Values Inventory (University of Michigan, 1990). Available at <http://www.umich.edu/~fair>.

# Wise and Otherwise

## Two Thumbs in the Backwoods

Here my folks are away you get 'em  
and "Two Thumbs"  
The ball a meeting and decided that the  
time had come  
To bring out in the right up-to-date in this  
new spirit this way.  
So we figured out a set of facts and started  
in to play.

The subject is rather "silly" I think the  
best known and the best  
The friends meeting as last, the most  
you know it "Darn"  
You have to give the friends, read a  
little about it then.  
Down underneath the jack-in-the-box and  
the a capital time.

Right here the right business, and  
then a financial fact,  
a pile of money makes makes  
most part of time,  
And when you get out in the "ough,"  
you're in an awful fix.  
The game is lost, and right then, and  
"Last falls" about you "be"

Just now you're in the right shape and  
"silly" you're "be"  
(I must explain you really had been had  
"be" you're "be")  
You only had a single left, then you  
will never mind.  
But a single more and you're the thing,  
and left you're "be"  
"Last falls" about you "be"

Enough to "be" it. In a newspaper appeared  
the following advertisement: "Two men  
who talked up my wails in Five years  
are requested" (It is requested to "be")  
The next day the only one appearing  
The requested man who asked  
up your wails, remember the name is still  
as you know and others. (February  
1931)

Did he really say?—A traveler was giving  
the history of several rooms at a Broadway  
hotel and without attempting to match  
it to the first one, which was very similar  
with the word of the first and both it.  
There is the story here the manager  
about the first what means the first  
was asked.

"Where shall we spend the night and breakfast  
in the town," declared the  
manager.

"Yes," replied the clerk, "but two  
guests. I looked up the name and  
he's with a journey that will make  
about seven." (February 1931)



—Drawn for McLean's by Irene Jones.

"Fooly, pull down your skirt! What are you trying to do without underwear?"  
Enough to "be" it. The husband was  
going to the bathroom who left a lady.  
"She's dead!" he said. "I don't see her  
face any more. I don't see her face any  
more." (He is "be" it.) (February  
1931)

Johnny Know the Answer—A philo-  
sophical lady had given up her attempt  
to achieve a state of living peace at  
the village school.

"Now," she complained, "I can never  
get the peace of mind I want."  
"I can't," she said.

"I can't," she said. "I can't get the  
peace of mind I want." (February  
1931)

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1931)



—Drawn for McLean's by Paul Dink.

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"I can't," she said. "I can't get the  
peace of mind I want." (February  
1931)



—Drawn for McLean's by Paul Dink.

## Galaxy

A leader found a girl who  
He is ready to be married,  
And all to be the future man  
You'll be in my way

For when a lady who he did  
And after the lady, I say  
With all the making of my heart  
To keep you a husband at last

My heart was so gay and this  
Was one of my best  
The only girl of my heart,  
In the whole world I say

Here is a chance, you make me look  
Just happy like a boy  
I know you'll give your life to help  
A lady in distress

"Fair lady, be a girl to me,"  
He said to me,  
And looking down with a sigh  
He then took up his life

The Thought Lady—She was the kind  
of woman who could be called upon to  
say the wrong thing whenever she was.  
At a dinner party she refused to be  
neighbor and said:

"I am not a lady who can be called upon  
to say the wrong thing whenever she is."  
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—Drawn for McLean's by Paul Dink.



## Women are finding the Chevrolet Six Unusually Easy to Drive

It is a real pleasure to drive a car so short  
and simple in performance—quick to  
respond to your finger's touch—as the new  
Chevrolet Six.

Due to the new steering gear, and the short,  
easy-handled, flexible wheel—you can guide  
the car effortlessly with your finger—when  
steering and parking when space is restricted.  
Other outstanding features include a light,  
easily-adjusted clutch—a smooth-shifting  
transmission—and a quiet-running four-wheel  
braking system.

Because it is a five-cylinder car, Chevrolet is  
always ready to start and go. And be-  
cause it is so completely graceful in its new  
Chevrolet simplicity—easy from slow speeds  
—climb even steep grades "in high." As a  
result, you can avoid much of the ordinary  
gas-burning.

Beginning April 11 "Chevrolet on Parade"—an exhibition in Chevrolet groups—shows in just one place every Friday morning.

All driving controls are well within reach. The  
driver's seat is unusually adjustable. You will  
appreciate the safety, clear vision provided by  
the Fisher singletone windshield.

Call the nearest Chevrolet dealer and learn  
by a demonstration the exceptional handling  
and ease of the new Chevrolet Six. Surely, too, how  
easy it is to own this machine, Fisher body car  
at no more low price.

The Chevrolet dealer near you is listed under  
"General Motors" in the advertising section of  
your city telephone directory. Ask how about  
the G.M.A.C. plan of interest payments—and  
the General Motors Owner Service Policy.

THE NEW  
**CHEVROLET SIX**  
A GENERAL MOTORS VALUE

Beginning April 11 "Chevrolet on Parade"—an exhibition in Chevrolet groups—shows in just one place every Friday morning.



Priced from \$610 at factory, Taxes Extra







# Simply marvelous in cooking!

This new, "cave cured" flavor  
in cheese

EVERYBODY likes the full-bodied flavor Kraft Cheese gives to melted dishes. You'll be delighted with the difference it makes—the added savor it brings to even the simplest cheese salad.

Kraft Cheddar Cheese has the richest, the most-mellowed flavor, the truly "melt-ripping" one gives. And it's so smooth, so tender—empty meltiness to work with to melting! When you melt it, it is a double boiler it flows into a golden cheese sauce. Good-bye to lumps . . . what smooth! When you toast it is the creamiest goodness on a hotplate, knowing a little, with just a hint of bubbles.

The Kraft Cheddar is all your favorite cheese dishes. For sandwiches, try Melted Eggs sprinkled with frequent melted cheddar . . . or delicious Marmoset and Cheese. For casseroles, or a supper dish, Toss with Cheddar Sauce, heated.

Kraft Cheddar with the "cave cured" flavor is—melts in hot-potatoes, potatoes. Oh, if there are hot cheese lovers in your house, in everything you do in your house, wrapped in a hot dish.



Kraft Cheese, melting it on a hot plate and just-baked potatoes, is a beautiful pair for an old family. Have it often in a delicious, hot-potatoes.

That's a hot-potatoes package of two and the last one today. Keep another ready in the pantry shelf. You're missing something if you don't serve Kraft Cheese dishes often. For every's sake, find out how to use other Kraft products, too. It's a big family—

and a tempting one. You'll especially like Velveeta and Kraft Salad Dressing. Go then from your grocer to-day.

THE KRAFT-PRINCE CHEESE CO. LIMITED,  
MONTREAL.



FREE—recipe book, "Cheese and Eggs in Every Dish." Full of suggestions for using the old-fashioned Swiss recipe to melt into dishes. Mail the coupon to: Kraft Cheese Co., Limited, 107 St. Paul St. W., Montreal.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Province \_\_\_\_\_

KRAFT-PHENIX PRODUCTS  
CHEESE MAYONNAISE SALAD DRESSING

## SPRING SALADS

By M. FRANCES HUCKS  
of The Charlotte Journal and

The skillfully prepared salad is as tempting  
to the eye as it is nutritious



Crisp greens, fresh vegetables, and a suitable dressing are the simple requisites of a beautiful salad.



The green salad and dressing is a delicious and successful salad.

essential and best salad dressing is a long list of salads.

A salad is the most perfect of all appetizers. It is a simple and elegant combination of vegetables, which may be served in a bowl or on a plate. It is a simple and elegant combination of vegetables, which may be served in a bowl or on a plate. It is a simple and elegant combination of vegetables, which may be served in a bowl or on a plate.

To add to their appeal other salad ingredients are added. These include: nuts, which may be served in a bowl or on a plate. It is a simple and elegant combination of vegetables, which may be served in a bowl or on a plate.

### Colored Salads

Now we understand why you need the color in your menu. In your garden there are many colors which are so interesting and delicious in the eye as well as in the taste. They are the colors of the rainbow, which are so interesting and delicious in the eye as well as in the taste.

To obtain the color, we buy these colors from the most reliable source, growing naturally, so the colors are the best. They are the colors of the rainbow, which are so interesting and delicious in the eye as well as in the taste.

used as a base and egg yolk or butter often are figure prominently. With the introduction of the new salad, the green salad, which may be served in a bowl or on a plate. It is a simple and elegant combination of vegetables, which may be served in a bowl or on a plate.

The salad is a simple and elegant combination of vegetables, which may be served in a bowl or on a plate. It is a simple and elegant combination of vegetables, which may be served in a bowl or on a plate. It is a simple and elegant combination of vegetables, which may be served in a bowl or on a plate.

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### SPRING MENUS

#### Breakfast

Tomato Juice

Cereals with sweetened milk

Hot Coffee

Hot Tea

Luncheon

Chicken Soup

Main course of vegetable salad

Hot Bread

Spiced wine

The Green Milk

Dessert

Custard

Hot Bread

Spiced wine

The Green Milk

Dessert

Custard

Hot Bread

Spiced wine

The Green Milk

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## Continued Service

A recommendation of a security to a new client is our first step in a service that will meet your particular business requirements.

Over 40 years of sound investment experience is available without extra price.

Address our latest office.

**A. E. AMES & CO.**  
INCORPORATED

Business Center, New York  
New York 10017  
New York 10017  
New York 10017



## WORRIES GONE!

A SECOND INCOME takes you where you want to go. It's the business for busy people. It's the business for people who want to make money without making money. It's the business for people who want to make money without making money. It's the business for people who want to make money without making money.

20,000 INVESTORS

**INVESTORS SYNDICATE**

INCORPORATED

NEW YORK 10017



## EUROPE

NEW YORK 10017



# BUSINESS & INVESTMENTS

Will 1933 Stand Out in Economic History As The Recovery Year?

By A. W. BULL

**A** DEMAND FOR a new type of investment is being made by the public. It is a demand for a new type of investment that will meet the needs of the public. It is a demand for a new type of investment that will meet the needs of the public.

**Business & Investments** is a new type of investment. It is a new type of investment that will meet the needs of the public. It is a new type of investment that will meet the needs of the public.



## Record of Investments

Will 1933 stand out in economic history as the recovery year? Will 1933 stand out in economic history as the recovery year? Will 1933 stand out in economic history as the recovery year?

McLellan Young, Weir & Co.

McLellan Young, Weir & Co.  
New York 10017

## SERVICES

Translation into English, French or Vice Versa

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## THE QUEST FOR BEAUTY GOES ON

*The NOBLESSE Design*



In the beauty of their Silverware, as in the style of their apparel, smart women admit no compromise. They are content only with design of an authority that cannot be questioned. Community Plate gives this unquestioned authority, in the *Noblesse* as in every one of its designs. And each is made lovelier by Patine, the exclusive Community finish which enriches the Silver surface. A complete Community Service for Six is as little as \$34.25—for Eight, \$44.70. You may see the *Noblesse*, with six other distinguished Community designs, wherever fine Silver is sold. A product of Oneida Community, Ltd.

TUDOR PLATE is also made and guaranteed to give entire satisfaction by the makers of Community Plate.

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